

Crash Avoidance Technologies: The Next Generation of Auto Safety

Safety sells.

It's not a new concept. Today's car buyers spend hours researching cars before they ever step into a dealership and safety is a top priority.

Innovation saves lives.

Auto safety has evolved from features that protect passengers in the event of a crash to innovations that help drivers avoid accidents altogether.

Raising the bar on safety.

Beginning with 2011 model year vehicles, National Highway Traffic Safety Administration's (NHTSA) 5-Star Safety Ratings will promote the safety advantages of three crash avoidance technologies: Electronic Stability Control (ESC), Forward Collision Warning (FCW), and Lane Departure Warning (LDW). *More Stars. Safer Cars.*

Drivers still have a responsibility.

These new crash avoidance technologies do not take full control of a vehicle or prevent the driver from operating it. They can, however, help the driver avoid a potential crash.

SaferCar.gov—A resource for you and your buyers.

SaferCar.gov offers a comprehensive set of tools to help you understand changes to the 5-Star Ratings System and educate buyers about safety enhancements. Download a toolkit featuring customizable templates today.

Today's cars are the safest in history and have contributed to decreases in crash-related fatalities and injuries nationwide.



U.S. Department of Transportation
National Highway Traffic Safety Administration



5-Star Safety Ratings

More Stars. Safer Cars.



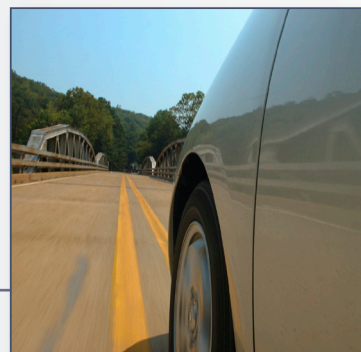
Electronic Stability Control (ESC):

Helps drivers maintain control by estimating the direction the vehicle is heading and applying pressure to brakes to bring the vehicle back in line.



Forward Collision Warning (FCW):

Recognizes when a vehicle gets too close to another vehicle, and signals the driver to apply brakes to avoid collision.



Lane Departure Warning (LDW):

Monitors lane markers and alerts driver if vehicle appears to be inadvertently drifting.

Safety starts here.

safercar.gov

